

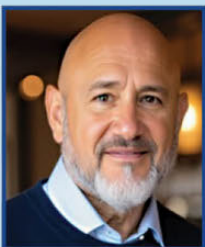


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September 4, 2025

## Rafael Villanueva

CEO Travel Nevada



Rafael Villanueva is an accomplished tourism executive with a proven record in destination marketing, international business development, and strategic leadership. As Chief Executive Officer of Travel Nevada, he oversees the state's tourism marketing, destination management, and industry development initiatives. His leadership includes managing grant programs and building partnerships that strengthen Nevada's position as a premier travel destination.

He believes tourism benefits all Nevadans by creating jobs, supporting businesses, and enriching communities statewide. Recognized nationally, Rafael serves on the U.S. Travel and Tourism

Advisory Board (TTAB), where he advises the Secretary of Commerce on policies and initiatives shaping America's travel economy. With nearly three decades in the industry, he has deep experience in strategic planning, market expansion, and stakeholder engagement. Previously, as Senior Director of Global Development at the Las Vegas Convention and Visitors Authority (LVCVA), he managed 15 international offices across 40 countries, driving visitation and economic impact for Las Vegas.

Rafael is actively engaged with key industry organizations, including the International Inbound Travel Association, Western States Tourism Policy Council, and U.S. Travel Association's National Council of State Tourism Directors. These roles give him a broad perspective on national and regional tourism priorities. A passionate advocate for tourism's role in economic growth, Rafael speaks frequently at industry events and conferences. He holds a Bachelor of Arts in Communication from the University of Nevada, Las Vegas. His focus on innovation, sustainability, and collaboration continues to shape the future of travel and tourism.

## Upcoming Speakers

### Growth – Vegas, The Future is Bright

#### Innovation

09/04	Rafael Villanueva	Travel Nevada	CEO
09/11	Mario Gomez	Department of Transportation	Deputy Director of Operations & Maintenance
09/18	Miles Dickson	Nevada GrantLab	CEO
09/25	Garrett Fehner	Ice Age State Park	Park Supervisor

#### Las Vegas Economic Future

10/02	Raleigh Midura	Switch	Executive VP Enterprise Sales
10/09	Dori Koren	Homeland Security & Investigative Service	Assistant Sheriff LVMPD
10/16	Peter Zierhut	HAAS Automation	VP Outside Operations
10/23	Jared Smith	City of Henderson	Economic Dev & Tourism Director
10/30	Dr. Jeffrey Cummings/ Kate Zhong	Brain Health and Alzheimer's	Alzheimer Ambassadors

## Our Club's Accomplishments

*Good People, Doing Good Things,  
for People in Need.*

- *President Janice is engaging MGM Hotels again to bring volunteers for this year's Santa Clothes — and we're thrilled the Fontainebleau Hotel team will be joining us for the first time! August 2025.*
- *President Janice presented The Just One Project with a check for \$2,500.00 in the name of each of our speakers this year. August 2025.*
- *As of August 28, the Canned Food Drive raised \$1,048 towards the \$12,500 goal. August 2025.*

## Check It Out!

**Big News!** Our 16-year-old RYE student from Finland has officially arrived! After completing orientation, he's now enrolled at Palo Verde High School and ready to dive into this incredible adventure.

## WHAT IS ROTARY?

2025 - 2026

Rotary International President  
Francesco Arezzo

District 5300 Governor  
Gilda Moshir

*Rotary is an organization of business and professional leaders who work to address critical issues like promoting peace, fighting disease, providing clean water, supporting education, and growing local economies.*

*Rotary clubs around the world foster fellowship, encourage high ethical standards, and work to advance goodwill and peace.*

## THE LAS VEGAS ROTARY CLUB'S MISSION:

*Teaching Youth to Succeed through Literacy, Education & Life Skills Development*



## LAS VEGAS ROTARY CLUB OFFICERS 2025-2026

### President

Janice Lencke

### President Elect

Greg Maguire

### Immediate Past President

Kirk Alexander

### Secretary

Melanie Muldowney

### Treasurer

Rita Burton

### Elected Directors

Nancy Anderson

Niki Brunetti

Larry Cohn

Don Holland

David Jones

Antoinette Monroe

Melanie Muldowney

Brian Riley

Sarah Thornton

Susan Ziobro

### Past

### President Representative

Tom Krob

## President's Message



As we begin a new Rotary month, we turn our focus to the theme of *Innovation*.

Innovation challenges us to think beyond tradition. As Rotarians, it inspires us to find fresh approaches to service, leadership, and community engagement. It reminds us that progress often starts with a bold idea, a willingness to adapt, and the courage to try something new.

Rotary has always been about adapting, growing, and finding creative solutions to the world's most pressing challenges. In a city known for reinvention, bold ideas, and pushing boundaries, innovation is not just a theme—it's a way of life.

When we combine Rotary's values with Las Vegas's drive for innovation, we position ourselves to lead with purpose, serve with creativity, and build a legacy that evolves with the needs of our time.

Let's embrace this spirit as we explore new ways to serve, connect, and lead within our club and community.

*Janice*

## Volunteer Opportunities

*Community Service is the  
Heartbeat of the Las Vegas  
Rotary Club.*



*Rotary Superhero's:  
President Janice Lencke  
& PE Greg Maguire*

09/16	7:30am	Beckley - Breakfast/Snack Time with Books	Beckley Elementary
09/20	1:00pm - 2:45pm	Serve Lunch at Salvation Army	Owens Campus
10/04	9:00am	Highway Clean-up & Brunch	Bonnie Springs, Hwy. 159, Marker 5
10/16	7:00am	Green Our Planet: Fall Giant Student's Farmers Market	Clark County Government Building
10/18	8:00am - 3:00pm	Rotary Park Clean-up	901 Hinson Street
10/18	8:30am	One Drop Walk for Water	Springs Preserve
10/21	7:30am	Beckley - Breakfast/Snack Time with Books	Beckley Elementary

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# Social and Special Events

09/04	6:00pm - 8:00pm	25 Club Social/New Member Orientation at Antoinettes
09/11	12:15pm	Guest of the Club: Bracken, Long & Hollingsworth ES
09/15	8:30am	SOAR - Clark County Chambers at Government Center
09/25	6:00pm - 8:00pm	Cigar Social at Tom Krob's
10/03	4:30pm	25 Club Meeting at Tiberti Classic
	5:30pm	Tiberti Classic Putting Tournament at Angel Park
10/04	12:15pm	Guests of the Club: Elementary School Partners
10/06	5:30pm	25 Club at Elliott Harris's home
10/28	2:00pm - 4:00pm	VIP Tour - Mabel Hoggard Math & Science Magnet ES
11/13	12:15pm	Guests of the Club: Beckley, Dearing & McCall ES
12/04	6:00pm - 10:pm	Holiday Party



QR CODE FOR DONATION

## SUPPORT THE LAS VEGAS ROTARY CLUB'S CANNED FOOD DRIVE

Join us again this year in making a difference. Your generous contributions will directly benefit local families in need through the Salvation Army's efforts to fight hunger in our community.

Let's come together to stock the shelves and spread hope — every can counts!

## DID YOU KNOW!

Rotarians in the United States make up 28% of all Rotarians worldwide.

## Rotary Event Virtual Clipboard



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Right Now or Later - Anytime

- Use your phone's QR code App
- Don't have an APP? Free Android download at <http://fifthwheel.vrrotary.us/qr4android.apk>

Signups also on your home computer at <http://fifthwheel.vrrotary.us>

## September Rotarian Birthdays

Kimberly McMahon ... September 3  
Janet Ravin ..... September 9  
Cathy Crockett..... September 12  
Debra Howard..... September 22  
Jerry Sennes ..... September 12

Jasmine Brown ..... September 16  
Rampur Viswanath .. September 16  
Todd Walter ..... September 19  
Richard Jost ..... September 25  
Jeff Geihs ..... September 28



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## Rotary History

### When Rotary was the Innovative Solution

Paul Harris identifying a gap in his own life, developed an innovative solution that rapidly expanded and resulted in Rotary International with over 1.4 million members.



He made the decision to move to Chicago, settle down and practice law. His employer tried to change his mind saying he'd earn more by staying, but Paul replied, **"I'm sure that's true, but I'm going to Chicago to live a life, not just to make money."** Once in Chicago, he noticed he had made acquaintances rather than close friends and wondered if others might also be missing the community bonds found in small towns like the one where he was raised.

One evening, after dinner at a friend's home, they walked through the neighborhood, stopping at various stores operated by different tradespeople and the idea emerged: **"Why not establish a fellowship of businessmen from various professions, without any political or religious restrictions?"** Nothing happened right away, but the seed was planted and five years later, he met with a small group of associates and founded what is now known as the Rotary Club.

## Scribe Notes

**August 28, 2025 - President Janice** called the meeting to order at 12:13pm. **Tarby Bryant** gave the invocation. **PP Randy Campanale** led us in singing Irving Berlin's "God Bless America." **Michael Cudiamat** was Sergeant-at-Arms and led us in the Pledge of Allegiance. **President Janice** thanked all who helped in today's meeting and welcomed **Brian Riley** on his way to Hawaii.

**Bob Werner** introduced an international guest from Mexico. Recognizing visiting Rotarians, **Paul Maffey** introduced his son David, President of the Downtown club. **Michael Williams** introduced a former Alabama officer as his guest, and **Tarby Bryant** introduced a guest from Atlanta, GA. Recognizing guests of the club, **Larry Cohn** introduced Victoria and John from Belgium by way of France. **Lin Ng** introduced two guests. **President Janice** then introduced her "Head Table" and highlighted **Don Holland** in last week's "Member Spotlight" and **Jim Hunt** in this week's "Member Spotlight" in *The Wheel*.

**PE Greg Maguire** recapped the delivery of 2x school supplies donated by Amazon to schools. **PP Karen Whisenhunt** announced the Tiberti Classic Putting Tournament on Oct 3. **Elliott Harris** announced the next 25 Club social/new member orientation at **Antoinette Monroe's**, and canned food drive QR code info and upcoming activities. **PP Jim Hunt** announced the Cigar Social on Sept 25 at the home of **PP Tom Krob**. **Rene Gamero** announced the 25th SOAR Awards coming up Sept 15. **Rosalee Hedrick** recapped on the VIP tour of The Ability Center at Betty's Village. **PP Toni Kern** announced for **PP Steve Linder** the opportunity to help serve lunch at Salvation Army on Sept 20 with **Major Kyle Smith**. **President Janice** showed the new roster format, recognized **Elliott Harris** as Rotarian of the Month for August, and presented **Michael Cudiamat** and **Stu Lipoff** with Unite for Good pins.

Co-Chairs **PP Jim Kohl** and **Carey Grohs** kicked off the start of our 30th Santa Clothes!

**President Janice** recognized Fontainebleau and presented **PP Richard Jost** as the top winner of the "surprise and delight" in *The Wheel* today.

In an induction ceremony, **Larry Cohn** introduced our club's newest Rotarian "in the world" **Martha Garcia**, retired LAPD officer, who was inducted by **PP David Thorson**.

In the raffle, **Elliott Harris** did not find the Joker. **Nikki Junium** won Lawry's Bucks.

**PP Toni Kern** presented a video message from RI President Francesco Arezzo, and guest speaker Pamela Lang, former Director of Development at Spread the Word Nevada. **President Janice** presented Pamela with a donation to The Just One Project in her name and a copy of our club's centennial book, bid good travels to **Steve Kwon** going to South Korea, and adjourned the meeting at 1:31pm.

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# Pictures



*President Janice Lencke presented speaker award to Pam Lang*



*Santa Clothes Red Coats PP Jim Hunt & PP Tom Krob with President Janice*



*Santa Clothes 2025 is launched! PP Jim Kohl and Carey Grohs*



*Mike Cudiamat and Stu Lipoff receive the Impact Player award from President Janice*



*Head table: PP Ginger Anderson, PP Caty Crockett, Pam Lang, President Janice Lencke, PP Toni Kern and Stu Lipoff*



*Pam Lang, PP Caty Crockett, PP Ginger Anderson and PP Toni Kern*



*President Janice presents Elliott Harris the Rotarian of the Month award*



*Lin Ng with her two guests*



*Induction of Martha Garcia with President Janice, PP Dave Thorson and Larry Cohn*

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2025

Las Vegas Rotary Club  
Annual Canned Food Drive

8.4%

\$1,048 raised of \$12,500 goal

\*2024 Contribution - \$28,000

## Weekly Showcase

### Fore a good cause...we need you on the greens!

Sign up in the Green Book by September 20! The **Las Vegas Rotary Club's annual Golf Putting Tournament** and BBQ, the Tiberti Classic, is scheduled Friday, October 3, 2025, Angel Park Golf Club, 100 South Rampart Blvd., Las Vegas 89145. Check in time: 5:30pm.



All proceeds benefit the Las Vegas Rotary Club's Youth Exchange (RYE) Program. In the past, funds have been used to host the exchange students for a memorable weekend in Las Vegas and to fund student participation in the 25-day "Friendship Forever" train trip across America. Past RYE student Hannah said, "The train tour was amazing and the best thing that has ever happened to me."

Golfers & Non-Golfers Invited. \$55 per adult player \$30 kids 10 & under. For further information contact: Karen Whisenhunt, Email: kwhis@cox.net or call 702-296-7984

### Feeding them with food, hope, and love.

The Las Vegas Rotary Club's volunteer hands-on project is scheduled on **September 20th** at The Salvation Army's Lied Dining Hall, Owens campus-35 W. Owens, North Las Vegas 89030.



We will be serving those in need at the community meal that is served 365 days from 1:30PM-2:30PM benefiting approximately 300 individuals every day.

The collaboration between The Salvation Army Southern Nevada and the Las Vegas Rotary Club exemplifies a mutual commitment to enhancing social services. Both this initiative and our Canned Food Drive address not only food insecurity but also fosters a sense of community and support among participants and recipients alike.

By working together, we can create a more significant impact in improving the lives of individuals and families throughout our community. Sign up in the Green Book.

## Member Spotlight

**Jerry Engel, President MGMT, LTD**  
*Financial – Legacy Planning – Wealth Enhancement*



In 1953, **Jerry** moved to Las Vegas to join his two older brothers at their firm, Engel & Engel, as a Certified Public Accountant. The firm's main clients included Desert Inn, the Moulin Rouge Hotel in the Historic West Side, as well as other colorful characters, one of whom was reported to be a hit man for the Chicago mob.

**Jerry** is recognized by the Club for his willingness to take on challenging tasks, such as leading songs from atop a ladder—an action that understandably makes many uneasy at his age of 95. However, he has been entirely comfortable with risky and adventurous undertakings his entire life.

The following shared by **Annee Nounna**, Jerry's friend of five decades, illustrates this spirit: While in Zermatt, Switzerland, they decided to ski into Italy, spending the day enjoying local cuisine, beverages, and shopping. Unfortunately, they lost track of time and arrived too late to access the gondola required for their return trip to Zermatt. Consequently, the only option was to ski down the mountain after dark while carrying their purchases. It was challenging but ultimately everyone returned safely.

**Fun Fact:** In total **Jerry Engel** has been a member of this Rotary Club for 35 years.



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# Rotarians In Action

## Engage, Educate, Inspire



Laura Dearing ES Ribbon Cutting: Education Committee Co-Chair, Gwen Hall and PP Mike Ballard shown with Tick Segerblom, CC Commission Chairman and State Senator Roberta A. Lange. Not shown: Tina Bishop



Newly built Laura Dearing Elementary School



The now demolished, 60-year-old Laura Dearing Elementary School



VIP Tour at the Ability Center: Rosalee Hedrick, Nancy Anderson, PP Toni Kern and Brian Sorrentino

Laura Dearing Elementary School has been rebuilt into a 63,500 square foot building representing a \$50M investment in the Community.

LVRC has provided this school support for 5 years with grants and volunteer efforts.



Gwen Hall and PP Mike Ballard with Congress Woman Dina Titus at Laura Dearing Ribbon Cutting



Coaching at the Ability Center at Bettys Village



Centennial books are available at \$25.00 each.

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[Rotary.org](http://Rotary.org) – Rotary International

[District5300.org](http://District5300.org) - District 5300 Site

[www.dacdb.com](http://www.dacdb.com) – District/Club Data Base



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